

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Flight Dates 07/31/2012 - 08/06/2012
Agency C/P1/P2/E 95/101/1520
Agency 3050 K ST NW
3050 K ST NW
WASHINGTON, DC 20007
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 9. PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|------|-------|---------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | * 9 | TU-TH | 3P-4P | LET'S MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 2 | 1 | 2 | \$1,600.00 | |
| Sales Remark: V13 IX ADD | | | | | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | | | | V1 Comment Changed, Spots/week Changed | | | | | | | | |
| | | | | V13 Comment Changed, Spots/week Changed | | | | | | | | |
| | * 14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| | * 19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 0 | 0 | 0 | \$0.00 | |
| V5 Added | | | | | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | | | | V11 Comment Changed | | | | | | | | |

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$76,600.00

Rep Order# 9780163 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 45918

Printed: 08/09/2012 4:02 PM
Last Received: 08/09/2012 3:17 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 46 / \$76,600.00

Station Totals: 46 / \$76,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$191,500 | CABL | 0% | EKRC | 1% | UNKN | 0% | WBQC | 0% | WCPO | 34% |
| | | WKRC | 40% | WLWT | 8% | WSTR | 2% | WXIX | 15% | | |

Books null
Demos RA35+

Spot Manager: All, 07/31/12-08/06/12



| Date | Weekday | Air Time | Length | Rate | Priority | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Desc | Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|--------------------|------------|--------|----|
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|--------------------|------------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

| | | | | | | | | | | | | |
|--------------------------------------|-----------|-------------|------|------------|-----|----------------------------------|--|-------------------|--------------|------|----|-------|
| Line: 1 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 5:29:16 AM | 1:00 | \$1,200.00 | P-2 | OFA-12-G-5a Good Morn Cincinnati | | 5:00 AM-5:30 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| Line: 2 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 5:54:33 AM | 1:00 | \$1,500.00 | P-1 | OFA-12-G-5a Good Morn Cincinnati | | 5:30 AM-6:00 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| Line: 3 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 6:08:54 AM | 1:00 | \$1,600.00 | P-2 | OFA-12-G-6a Good Morn Cincinnati | | 6:00 AM-7:00 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| Line: 4 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 8:39:28 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 3 | MWASI |
| 07/31/12 | Tuesday | 8:48:24 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 8:23:31 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 5 | MWASI |
| 08/01/12 | Wednesday | 8:54:31 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 6 | MWASI |
| 08/01/12 | Wednesday | 8:58:55 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 10 | MWASI |
| 08/02/12 | Thursday | 8:53:01 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 9 | MWASI |
| 07/31/12 | Tuesday | 8:23:31 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/01/12 | Wednesday | 8:28:54 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 4 | MWASI |
| 08/02/12 | Thursday | 8:58:55 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 8 | MWASI |
| 08/02/12 | Thursday | 8:28:55 AM | 1:00 | \$800.00 | P-2 | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM | OBAMA SKED A | 1520 | 7 | MWASI |
| Line: 5 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 9:47:37 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 9:21:29 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/01/12 | Wednesday | 9:23:50 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA SKED A | 1520 | 3 | MWASI |
| Line: 6 | | | | | | | | | | | | |
| 08/02/12 | Thursday | 10:40:41 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA SKED A | 1520 | 1 | MWASI |
| 07/31/12 | Tuesday | 10:30:03 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/01/12 | Wednesday | 10:39:30 AM | 1:00 | \$700.00 | P-2 | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA SKED A | 1520 | 3 | MWASI |
| Line: 7 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 12:27:55 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/02/12 | Thursday | 12:13:16 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| Line: 8 | | | | | | | | | | | | |
| 07/31/12 | Tuesday | 1:28:52 PM | 1:00 | \$1,700.00 | P-1 | OFA-12-G-Young & the Restless | | 12:30 PM-1:30 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/02/12 | Thursday | 1:28:42 PM | 1:00 | \$1,700.00 | P-1 | OFA-12-G-Young & the Restless | | 12:30 PM-1:30 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| Line: 9 | | | | | | | | | | | | |
| [Filtered by:] [Sorted by: Station] | | | | | | | | | | | | |

Spot Manager: All, 07/31/12-08/06/12

| Date | Weekday | Air Time | Length | Rate | Priority | Ad-ID | Inv. Code (Booked) | Time Period | Order Product | Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------|------------|--------|----|
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------|------------|--------|----|

Advertiser: Obama/D/President

Agency: Green Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 9

| | | | | | | | | | | | | |
|------------|-----------|------------|------|----------|-----|----------------------------|--|-----------------|--------------|------|---|-------|
| 08/01/12 | Wednesday | 3:24:39 PM | 1:00 | \$800.00 | P-2 | OFA-12-G-Let's Make a Deal | | 3:00 PM-4:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 07/31/12 | Tuesday | 3:27:48 PM | 1:00 | \$800.00 | P-2 | OFA-12-G-Let's Make a Deal | | 3:00 PM-4:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| \$1,600.00 | | | | | | | | | | | | |

Line: 10

| | | | | | | | | | | | | |
|------------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 4:11:03 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 4:29:40 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 4:43:07 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| \$6,600.00 | | | | | | | | | | | | |

Line: 11

| | | | | | | | | | | | | |
|------------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 5:13:53 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 5:57:15 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 5:14:03 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| \$7,200.00 | | | | | | | | | | | | |

Line: 12

| | | | | | | | | | | | | |
|------------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/02/12 | Thursday | 5:37:08 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 5:57:07 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 07/31/12 | Tuesday | 5:43:01 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| \$8,400.00 | | | | | | | | | | | | |

Line: 13

| | | | | | | | | | | | | |
|------------|-----------|------------|------|------------|-----|----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/02/12 | Thursday | 6:11:34 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 07/31/12 | Tuesday | 6:09:09 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/01/12 | Wednesday | 6:12:32 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| \$9,000.00 | | | | | | | | | | | | |

Line: 14

| | | | | | | | | | | | | |
|------------|-----------|------------|------|------------|-----|---------------------------|--|-----------------|--------------|------|---|-------|
| 08/02/12 | Thursday | 6:28:46 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-CBS Evening News | | 6:30 PM-7:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/01/12 | Wednesday | 6:28:48 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-CBS Evening News | | 6:30 PM-7:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| \$4,800.00 | | | | | | | | | | | | |

Line: 15

| | | | | | | | | | | | | |
|------------|----------|------------|------|------------|-----|----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/04/12 | Saturday | 7:53:33 PM | 1:00 | \$1,000.00 | P-3 | OFA-12-G-Sa Prime Access Rotator | | 6:57 PM-7:57 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| \$1,000.00 | | | | | | | | | | | | |

Line: 16

| | | | | | | | | | | | | |
|------------|-----------|-------------|------|------------|-----|--------------------------------|--|-------------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 11:33:55 PM | 1:00 | \$3,400.00 | P-3 | OFA-12-G-11p M-F Local 12 News | | 11:00 PM-11:35 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/01/12 | Wednesday | 11:31:39 PM | 1:00 | \$3,400.00 | P-3 | OFA-12-G-11p M-F Local 12 News | | 11:00 PM-11:35 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| \$6,800.00 | | | | | | | | | | | | |

Line: 17

| | | | | | | | | | | | | |
|----------|-----------|-------------|------|------------|-----|--------------------|--|-------------------|--------------|------|---|-------|
| 08/01/12 | Wednesday | 12:30:56 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 07/31/12 | Tuesday | 12:13:18 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 12:31:20 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 2 | MWASI |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12 (08/09/12 4:09:37 PM)

REPORT

WIDEORBIT

Spot Manager: All, 07/31/12-08/06/12



| Date | Weekday | Air Time | Length | Rate | Priority | Ad-ID | Inv. Code (Booked) | Time Period | Order Product De | Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|------------------|------------|--------|----|
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|------------------|------------|--------|----|

Advertiser: Obama/D/President
Agency: Greer Margolis Mitchell
Station: WKRC-TV
Order: 45918
Line: 17

| | | | | | | | | | | | | |
|----------|-----------|------------|------|-------------|-----|-----------------------------------|-------------------------------|------|--|--|----|-------|
| | | | | \$3,300.00 | | | | | | | 3 | |
| Line: 18 | | | | | | | | | | | | |
| 08/01/12 | Wednesday | 5:22:09 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | (5:00:00 PM-5:30 OBAMA SKED A | 1520 | | | 1 | MWASI |
| | | | | \$2,400.00 | | | | | | | 1 | |
| | | | | \$76,600.00 | | | | | | | 46 | |
| | | | | \$76,600.00 | | | | | | | 46 | |
| | | | | \$76,600.00 | | | | | | | 46 | |
| | | | | \$76,600.00 | | | | | | | 46 | |
| | | | | \$76,600.00 | | | | | | | 46 | |
| | | | | \$76,600.00 | | | | | | | 46 | |

[Filtered by:] [Sorted by: Station]

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 9 two spots did air.
t/r
lynda/jlm

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|----|-------|-------|------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | *9 | TU-TH | 3P-4P | LETS MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 1 | 1 | 1 | \$800.00 | ----- |
| Station Remark: V12 pls read one spot to line. 2 spots did air. confusion due to so many versions. | | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| V11 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

| | | | | | | | | | | | |
|--|-------|---------|------|-----|------------|-------------|---|---|---|------------|--|
| *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | |
| *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 0 | 0 | 0 | \$0.00 | |
| V5 Added | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | |
| V11 Comment Changed | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 3 / \$5,600.00

---SALES MONTHLY TOTALS---

Station WKRC-TV CINCINNATI, OH

Advertiser () POLITICAL

Product OBAMA SKED A

Estimate# 1520

Buyer Meredith Kaufman

Phone#

Fax#

Aug 12: 45 / \$75,800.00

Sales Totals: 45 / \$75,800.00

Station Totals: 45 / \$75,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$189,500

CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPQ 34%

WKRC 40% WLMW 8% WSTR 2% WXIX 15%

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1520

Flight Dates 07/31/2012 - 08/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342

Salesperson FAX# 202-955-5348

Spot Manager: Placed, 07/30/12-08/06/12

NEWPORT

| Date | Weekday | Air Time | Length | Rate | Priority | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------------------|------------|--------|----|
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------------------|------------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 1

| | | | | | | | | | | | | |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 5:29:16 AM | 1:00 | \$1,200.00 P-2 | | OFA-12-G-5a Good Morn Cincinnati | | 5:00 AM-5:30 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|

Line: 2

| | | | | | | | | | | | | |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 5:54:33 AM | 1:00 | \$1,500.00 P-1 | | OFA-12-G-5a Good Morn Cincinnati | | 5:30 AM-6:00 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|

Line: 3

| | | | | | | | | | | | | |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 6:08:54 AM | 1:00 | \$1,600.00 P-2 | | OFA-12-G-6a Good Morn Cincinnati | | 6:00 AM-7:00 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|---------|------------|------|----------------|--|----------------------------------|--|------------------------------|------|--|---|-------|

Line: 4

| | | | | | | | | | | | | |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 8:39:28 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 3 | MWASI |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 8:48:24 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 8:23:31 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 5 | MWASI |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/01/12 | Wednesday | 8:54:31 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 6 | MWASI |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|----|-------|
| 08/02/12 | Thursday | 8:53:01 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 10 | MWASI |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|----|-------|

| | | | | | | | | | | | | |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 8:23:31 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 9 | MWASI |
|----------|---------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/01/12 | Wednesday | 8:53:01 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 2 | MWASI |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/01/12 | Wednesday | 8:28:54 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 4 | MWASI |
|----------|-----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 8:58:55 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 8 | MWASI |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 8:28:55 AM | 1:00 | \$800.00 P-2 | | OFA-12-G-CBS This Morning | | 7:00 AM-9:00 AM OBAMA SKED A | 1520 | | 7 | MWASI |
|----------|----------|------------|------|--------------|--|---------------------------|--|------------------------------|------|--|---|-------|

Line: 5

| | | | | | | | | | | | | |
|----------|---------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 9:47:37 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|---------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 9:21:29 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM OBAMA SKED A | 1520 | | 2 | MWASI |
|----------|----------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|-----------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|
| 08/01/12 | Wednesday | 9:23:50 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 9a-10a | | 9:00 AM-10:00 AM OBAMA SKED A | 1520 | | 3 | MWASI |
|----------|-----------|------------|------|--------------|--|---------------------|--|-------------------------------|------|--|---|-------|

Line: 6

| | | | | | | | | | | | | |
|----------|----------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 10:40:41 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|----------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|---------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 10:30:03 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM OBAMA SKED A | 1520 | | 2 | MWASI |
|----------|---------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|-----------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|
| 08/01/12 | Wednesday | 10:39:30 AM | 1:00 | \$700.00 P-2 | | OFA-12-G-M-F 10a-11a | | 10:00 AM-11:00 AM OBAMA SKED A | 1520 | | 3 | MWASI |
|----------|-----------|-------------|------|--------------|--|----------------------|--|--------------------------------|------|--|---|-------|

Line: 7

| | | | | | | | | | | | | |
|----------|---------|-------------|------|----------------|--|--------------------------------|--|--------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 12:27:55 PM | 1:00 | \$2,800.00 P-1 | | OFA-12-G-Local 12 News at Noon | | 12:00 PM-12:30 PM OBAMA SKED A | 1520 | | 2 | MWASI |
|----------|---------|-------------|------|----------------|--|--------------------------------|--|--------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|-------------|------|----------------|--|--------------------------------|--|--------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 12:13:16 PM | 1:00 | \$2,800.00 P-1 | | OFA-12-G-Local 12 News at Noon | | 12:00 PM-12:30 PM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|----------|-------------|------|----------------|--|--------------------------------|--|--------------------------------|------|--|---|-------|

Line: 8

| | | | | | | | | | | | | |
|----------|---------|------------|------|----------------|--|-------------------------------|--|-------------------------------|------|--|---|-------|
| 07/31/12 | Tuesday | 1:28:52 PM | 1:00 | \$1,700.00 P-1 | | OFA-12-G-Young & the Restless | | 12:30 PM-1:30 PM OBAMA SKED A | 1520 | | 2 | MWASI |
|----------|---------|------------|------|----------------|--|-------------------------------|--|-------------------------------|------|--|---|-------|

| | | | | | | | | | | | | |
|----------|----------|------------|------|----------------|--|-------------------------------|--|-------------------------------|------|--|---|-------|
| 08/02/12 | Thursday | 1:28:42 PM | 1:00 | \$1,700.00 P-1 | | OFA-12-G-Young & the Restless | | 12:30 PM-1:30 PM OBAMA SKED A | 1520 | | 1 | MWASI |
|----------|----------|------------|------|----------------|--|-------------------------------|--|-------------------------------|------|--|---|-------|

Line: 9

| | | | | | | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|
| [Filtered by:] [Sorted by: Station] | | | | | | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|

Spot Manager: Placed, 07/30/12-08/06/12

NEWPORT

| Date | Weekday | Air Time | Length | Rate | Priority | Ad-ID | Inv. Code (Booked) | Time Period | Order Product | De Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------|---------------|--------|----|
|------|---------|----------|--------|------|----------|-------|--------------------|-------------|---------------|---------------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 9

| | | | | | | | | | | | | |
|----------|-----------|------------|------|----------|-----|----------------------------|--|-----------------|--------------|------|---|-------|
| 08/01/12 | Wednesday | 3:24:39 PM | 1:00 | \$800.00 | P-2 | OFA-12-G-Let's Make a Deal | | 3:00 PM-4:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 07/31/12 | Tuesday | 3:27:48 PM | 1:00 | \$800.00 | P-2 | OFA-12-G-Let's Make a Deal | | 3:00 PM-4:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |

Line: 10

| | | | | | | | | | | | | |
|----------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 4:11:03 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 4:29:40 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 4:43:07 PM | 1:00 | \$2,200.00 | P-2 | OFA-12-G-4p Local 12 News at Four | | 4:00 PM-5:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |

Line: 11

| | | | | | | | | | | | | |
|----------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 5:13:53 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 5:57:15 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 5:14:03 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-5p Local 12 News at Five | | 5:00 PM-5:27 PM | OBAMA SKED A | 1520 | 2 | MWASI |

\$7,200.00

Line: 12

| | | | | | | | | | | | | |
|----------|-----------|------------|------|------------|-----|-----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/02/12 | Thursday | 5:37:08 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 08/01/12 | Wednesday | 5:57:07 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 07/31/12 | Tuesday | 5:43:01 PM | 1:00 | \$2,800.00 | P-1 | OFA-12-G-5p Local 12 News at Five | | 5:30 PM-6:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |

\$8,400.00

Line: 13

| | | | | | | | | | | | | |
|----------|-----------|------------|------|------------|-----|----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/02/12 | Thursday | 6:11:34 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 07/31/12 | Tuesday | 6:09:09 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 2 | MWASI |
| 08/01/12 | Wednesday | 6:12:32 PM | 1:00 | \$3,000.00 | P-2 | OFA-12-G-6p Local 12 News at Six | | 6:00 PM-6:30 PM | OBAMA SKED A | 1520 | 1 | MWASI |

\$9,000.00

Line: 14

| | | | | | | | | | | | | |
|----------|-----------|------------|------|------------|-----|---------------------------|--|-----------------|--------------|------|---|-------|
| 08/01/12 | Thursday | 6:28:46 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-CBS Evening News | | 6:30 PM-7:00 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/01/12 | Wednesday | 6:28:48 PM | 1:00 | \$2,400.00 | P-2 | OFA-12-G-CBS Evening News | | 6:30 PM-7:00 PM | OBAMA SKED A | 1520 | 2 | MWASI |

\$4,800.00

Line: 15

| | | | | | | | | | | | | |
|----------|----------|------------|------|------------|-----|----------------------------------|--|-----------------|--------------|------|---|-------|
| 08/04/12 | Saturday | 7:53:33 PM | 1:00 | \$1,000.00 | P-3 | OFA-12-G-Sa Prime Access Rotator | | 6:57 PM-7:57 PM | OBAMA SKED A | 1520 | 1 | MWASI |
|----------|----------|------------|------|------------|-----|----------------------------------|--|-----------------|--------------|------|---|-------|

\$1,000.00

Line: 16

| | | | | | | | | | | | | |
|----------|-----------|-------------|------|------------|-----|-----------------------------------|--|-------------------|--------------|------|---|-------|
| 07/31/12 | Tuesday | 11:33:55 PM | 1:00 | \$3,400.00 | P-3 | OFA-12-G-11p M-F Local 12 News 11 | | 11:00 PM-11:35 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/01/12 | Wednesday | 11:31:39 PM | 1:00 | \$3,400.00 | P-3 | OFA-12-G-11p M-F Local 12 News 11 | | 11:00 PM-11:35 PM | OBAMA SKED A | 1520 | 2 | MWASI |

\$6,800.00

Line: 17

| | | | | | | | | | | | | |
|----------|-----------|-------------|------|------------|-----|--------------------|--|-------------------|--------------|------|---|-------|
| 08/01/12 | Wednesday | 12:30:56 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 3 | MWASI |
| 07/31/12 | Tuesday | 12:13:18 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 1 | MWASI |
| 08/02/12 | Thursday | 12:31:20 XM | 1:00 | \$1,100.00 | P-2 | OFA-12-G-Letterman | | 11:36 PM-12:36 PM | OBAMA SKED A | 1520 | 2 | MWASI |

[Filtered by:] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/08/12 2:59:47 PM)

REPORT

Spot Manager: Placed, 07/30/12-08/06/12

NEWPORT

| Date | Weekday | Air Time | Length | Rate | Priority/Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Spot # | AE |
|------|---------|----------|--------|------|----------------|--------------------|-------------|---------------------------|------------|--------|----|
|------|---------|----------|--------|------|----------------|--------------------|-------------|---------------------------|------------|--------|----|

Advertiser: Obama/D/President
Agency: Greer Margolis Mitchell
Station: WKRC-TV
Order: 45918

Line: 17

\$3,300.00

3

Line: 18

08/01/12 Wednesday 5:22:09 PM 1:00 \$2,400.00 P-2 OFA-12-G-5p Local 12 News at Five (5:00:00 PM-5:30 OBAMA SKED A 1520 1 MMASI

\$2,400.00

1

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

[Filtered by:] [Sorted by: Station]

Rep Order# 9780163 Ver# 11 Status Revised Traffic Order# 45918 Printed: 08/08/2012 12:08 PM 2 of 3

EC'd Yes
Last Received: 08/08/2012 11:31 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348
Rep Firm () WASHINGTON
Sales Office () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINES 9 & 19 ON :30S PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|

| | | | | | | | | | | | | |
|-----|----|-------|-------|--------------------|-----|----------|-------------|---|---|---|----------|-------|
| --- | *9 | TU-TH | 3P-4P | LETT'S MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 1 | 1 | 1 | \$800.00 | ----- |
|-----|----|-------|-------|--------------------|-----|----------|-------------|---|---|---|----------|-------|

Sales Remark: V11 IX NA

V9 Comment Changed, Spots/week Changed

V11 Comment Changed, Spots/week Changed

| | | | | | | | | | | | | |
|-----|-------|---------|------|-----|------------|-------------|---|---|---|---|------------|--|
| *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | 2 | \$4,800.00 | |
|-----|-------|---------|------|-----|------------|-------------|---|---|---|---|------------|--|

V5 Comment Changed, Spots/week Changed

| | | | | | | | | | | | | |
|-----|-------|---------|------|-----|------------|-------------|---|---|---|---|--------|--|
| *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 0 | 0 | 0 | 0 | \$0.00 | |
|-----|-------|---------|------|-----|------------|-------------|---|---|---|---|--------|--|

Sales Remark: V11 NA

V5 Added

V9 Comment Changed, Spots/week Changed

V11 Comment Changed

Report Totals: 3 / \$5,600.00

---REPORT TOTALS---

---SALES MONTHLY TOTALS---

Aug 12: 45 / \$75,800.00

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Sales Totals: 45 / \$75,800.00
Station Totals: 45 / \$75,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

| | | | |
|-------------------------|-----|-----------------------|----|
| Market Totals | | \$189,500 | |
| CABL | 0% | EKRC | 1% |
| WKRC | 40% | WLWT | 8% |
| Hiatus Weeks | | UNKN | |
| Flight Dates | | 0% | |
| Agency C/P1/P2/E | | WBQC | |
| 3050 K ST NW | | WXIX | |
| WASHINGTON, DC 20007 | | WCPO | |
| 07/31/2012 - 08/06/2012 | | 34% | |
| Salesperson Phone# | | 202-955-5342 | |
| Salesperson FAX# | | 202-955-5348 | |
| Rep Firm | | () ALEXANDRA BRADLEY | |
| Sales Office (| | () WASHINGTON | |
| Salesperson (| | () | |

Books null
Demos RA35+

Rep Order# 9780163 Ver# 10 Status Returned Traffic Order# 45918 Printed: 08/06/2012 12:14 PM Last Received: 08/03/2012 3:16 PM Showing Buylines: All Rep & Sta Revised Lines 1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

mg for lines 9 & 19 move to 30 sec sked
sat/sun 8/11-8/12 2-6p pga champ 3x @ 900.00 each and
sat 8/11 6-630p news 1x @ \$ 500.00.

t/r
lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|

| | | | | | | | | | | | | |
|---|----|-------|-------|--------------------|-----|----------|-------------|---|---|---|------------|-------|
| --- | *9 | TU-TH | 3P-4P | LEFT'S MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 2 | 1 | 2 | \$1,600.00 | ----- |
| Station Remark: V10 combo \$ with line 19 mg in order comment | | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|--|-------|---------|------|-----|------------|-------------|---|---|---|------------|--|--|
| *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | | |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|--|-------|---------|------|-----|------------|-------------|---|---|---|--------|--|--|
| *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 0 | 0 | 0 | \$0.00 | | |
| Station Remark: V10 combo with line 9 mg in order comment. | | | | | | | | | | | | |
| V5 Added | | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Rep Order# 9780163 Ver# 10 Status Returned
EC'd Yes

Traffic Order# 45918

Printed: 08/06/2012 12:14 PM
Last Received: 08/03/2012 3:16 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Aug 12: 46 / \$76,600.00

Sales Totals: 46 / \$76,600.00

Station Totals: 46 / \$76,600.00

Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$191,500

| | | | | | | | | | |
|------|-----|------|----|------|----|------|-----|------|-----|
| CABL | 0% | EKRC | 1% | UNKN | 0% | WBOC | 0% | WCPO | 34% |
| WKRC | 40% | WLWT | 8% | WSTR | 2% | WXIX | 15% | | |

Books null
Demos RA35+

Rep Order# 9780163 Ver# 9 Status Revised Traffic Order# 45918 Printed: 08/03/2012 3:45 PM Last Received: 08/03/2012 3:16 PM Showing Buylines: All Rep & Sta Revised Lines 2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348
Rep Firm () WASHINGTON
Sales Office () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS CAN'T BE MADEGOOD ON : 60S. SKED A
: 30S IS AN OPTION.

→ 3x Sat/Sun 2-6p (PG4 Champ.) or 8/11-8/12 @ \$900 each \$
1x Sat 6-6:30p or 8/11 @ \$500

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|-----|-------|---------|--------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | *9 | TU-TH | 3P-4P | LEFT'S MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 2 | 1 | 2 | \$1,600.00 | |
| Sales Remark: V9 1X NA | | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| | *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | |
| Sales Remark: V9 1X NA | | | | | | | | | | | | |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| | *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 0 | 0 | 0 | \$0.00 | |
| Sales Remark: V9 1X NA | | | | | | | | | | | | |
| V5 Added | | | | | | | | | | | | |
| V9 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$76,600.00

Rep Order# 9780163 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 45918

Printed: 08/03/2012 3:45 PM
Last Received: 08/03/2012 3:16 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 46 / \$76,600.00
Station Totals: 46 / \$76,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$191,500 | CABL | 0% | EKRC | 1% | UNKN | 0% | WBQC | 0% | WCPO | 34% |
| | | WKRC | 40% | WLWT | 8% | WSTR | 2% | WXIX | 15% | | |

Books null
Demos RA35+

Rep Order# 9780163 Ver# 8 Status Returned Traffic Order# 45918 Printed: 08/03/2012 10:42 AM Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Salesperson () WASHINGTON
() ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

p1s see line 9
t/r
Lynda/jlm

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|

| | | | | | | | | | | | | |
|--|-----|-------|---------|------|-----|------------|-------------|---|---|---|------------|-------|
| --- | *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | ----- |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|---|-------|---------|------|-----|------------|-------------|---|---|---|---|------------|--|
| *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 1 | 1 | 1 | 1 | \$2,400.00 | |
| Station Remark: V8 paperwork pulled to late to add my mg stop on mon 8/6 | | | | | | | | | | | | |
| V5 Added | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|---|-------|-------|-------------------|-----|----------|-------------|---|---|---|---|------------|--|
| *9 | TU-TH | 3P-4P | LET'S MAKE A DEAL | :60 | \$800.00 | 07/31-08/02 | 3 | 1 | 3 | 3 | \$2,400.00 | |
| Station Remark: V8 1x na 8/2 no copy. my sat 6-10a new on 8/4 nclir | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 6 / \$9,600.00

---SALES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00
Sales Totals: 48 / \$19,800.00

Rep Order# 9780163 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 45918

Printed: 08/03/2012 10:42 AM
Last Received: 08/01/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 48 / \$79,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|----------|---------|---------|----------|----------|
| Market Totals | \$199,500 | CABL 0% | EKRC 1% | UNKN 0% | WBOC 0% | WCPC 34% |
| | | WKRC 40% | WLWT 8% | WSTR 2% | WXIX 15% | |

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, July 31, 2012 3:14 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 45918

Station: WKRC-TV

Order Information:

Order #: 45918
Order Total: \$79,800.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA SKED A
Alternate Order #: 09780163
Estimate #: 1520
Flight Dates: 07/31/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45918-9-3):

Rate: \$800.00
Air Date: Thu 08/02/12
Eligible Days: -TWTh-----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

1x Sat 6-10A.
on 8/4 MWR

Rep Order# 9780163 Ver# 6 Status Returned Traffic Order# 45918 Printed: 08/02/2012 3:57 PM 1 of 2

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Salesperson () ALEXANDRA BRADLEY
Sales Office ()
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 19
t/r
Lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|-----|-------|---------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | ----- |
| V5 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| | *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 1 | 1 | 1 | \$2,400.00 | |
| Station Remark: V6 paperwork pulled to late to add mg mg stp on mon 8/6 | | | | | | | | | | | | |
| V5 Added | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 3 / \$7,200.00

---SALES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00
Sales Totals: 48 / \$79,800.00
Station Totals: 48 / \$79,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$199,500
CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPO 34%
WKRC 40% WLMW 8% WSTR 2% WXIX 15%

Rep Order# 9780163 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 45918

Printed: 08/02/2012 3:57 PM
Last Received: 08/01/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Station WKRC-TV CINCINNATI, OH Agency () GMMB
 Advertiser () POLITICAL 3050 K ST NW
 Product OBAMA SKED A WASHINGTON, DC 20007
 Estimate# 1520 Agency C/P1/P2/E 95/101/1520
 Buyer Meredith Kaufman Flight Dates 07/31/2012 - 08/06/2012
 Phone# Salesperson Phone#
 Fax# Salesperson FAX# 202-955-5342
 Rep Firm Sales Office () WASHINGTON
 Sales Office () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGD FOR LINE 14 OK. PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-------|---------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 2 | 1 | 2 | \$4,800.00 | |
| | | | | | | | | | | | | |
| | *19 | TU-TH | 530P-6P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 1 | 1 | 1 | \$2,400.00 | |
| | | | | | | | | | | | | |

Sales Remark: V5 1X NA
 V5 Comment Changed, Spots/week Changed
 Sales Remark: V5 MKGD FOR LINE 14
 V5 Added

---SALES MONTHLY TOTALS---

Report Totals: 3 / \$7,200.00

---REPORT TOTALS---

Aug 12: 48 / \$79,800.00
 Sales Totals: 48 / \$79,800.00
 Station Totals: 48 / \$79,800.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$199,500
 CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPO 34%
 WKRC 40% WLMW 8% WSTR 2% WXIX 15%

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Books null
Demos RA35+

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Rep Order# 9780163 Ver# 5 Status Revised Traffic Order# 45918 Printed: 08/02/2012 8:54 AM
EC'd Yes Last Received: 08/01/2012 12:09 PM Showing Buylines: All Rep & Sta Revised Lines 1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****
V.3 7/30
SEE LN 18- MG FROM #9764611 LINE 31.
1X TU-F,M 530-6P NEWS \$2400
NWE TOTAL \$79800. PLS CF- CHRISTINA FOR ALEX

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLEASE SEE LINE 14 FOR MG.

ANGELA FOR LYNDA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|-----|-------|---------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | *14 | TU-TH | 630P-7P | NEWS | :60 | \$2,400.00 | 07/31-08/02 | 3 | 1 | 3 | \$7,200.00 | ----- |
| Station Remark: V4 IX NA ON 7/31. MG WED-FRI W/O 7/20 530-6P NCIR. | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 3 / \$7,200.00

---SALES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00
Sales Totals: 48 / \$79,800.00
Station Totals: 48 / \$79,800.00
Lines not sent/rcld/trn: 0 / \$0.00
---COMPETITIVE---

Market Totals \$199,500
CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPQ 34%
WKRC 40% WLMW 8% WSTR 2% WXIX 15%

Books null
Demos RA35+

Rep Order# 9780163 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 45918

Printed: 07/31/2012 1:28 PM
Last Received: 07/30/2012 4:13 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA SKED A
Estimate# 1520
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1520
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, July 30, 2012 11:09 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 45918

Station: WKRC-TV

Order Information:

Order #: 45918
Order Total: \$77,400.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA SKED A
Alternate Order #: 09780163
Estimate #: 1520
Flight Dates: 07/31/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45918-14-3):

Rate: \$2,400.00
Air Date: Tue 07/31/12
Eligible Days: -TWTh-----
Inventory Code: CBS Evening News
Inventory Description: 630p CBS Evening News
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

ix W-Fri 5:30-6P
w/o 7/30 MNR